

### Claims

1. Back of a watch case comprising a cover (4) that defines the external surface of the back, characterized by a false back (11) installed against the internal surface of said cover.

2. Back of a watch case according to the preceding claim, wherein said false back (11) comprises a decoration (10) on the mirror-side surface.

3. Back of a watch case according to claim 2, wherein said decoration (10) is marked in the thickness of said false back (11).

4. Back of a watch case according to one of the preceding claims, wherein said false back (11) has an even thickness and wherein said cover (4) comprises means of attachment (40, 42) to the middle (7) of the watch case.

5. Back of a watch case according to one of the preceding claims, wherein said false back (11) is attached securely against said internal surface of said cover (4).

6. Back of a watch case according to one of the preceding claims, wherein an identification element (5, 6) is installed between said cover (4) and said false back (11).

7. Back of a watch case according to the preceding claim, wherein said identification element comprises an electronic circuit (5) and an antenna (6) installed in a cavity between said cover and said false back.

8. Back of a watch case according to claim 7, wherein said electronic circuit (5) is fixed in said cavity by way of a double-sided adhesive.

9. Back of a watch case according to claim 7, wherein said electronic circuit (5) is coated with resin.

10. Back of a watch case according to one of the preceding claims, wherein said cover (4) and/or said false back (11) are metal.

11. False back (1) intended to be installed against the internal surface of a cover (4) of the back of a watch case and comprising a surface provided with decoration (10).

12. Process of production of the back of a watch case, comprising the following step: installation of a false back (11) against the internal surface of the cover (4) of the back.

13. Process according to the preceding claim, comprising, moreover, a prior step of stamping of said false back (11) from a plate (1) of even thickness.

14. Process according to the preceding claim, comprising, moreover, a prior step of engraving of a decoration (10) on one surface of said plate.

15. Process according to one of claims 12 to 14, comprising, moreover, a step of insertion of an electronic identification element (5) between said cover (4) and said false back (11).